

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Michael Dreznes on 9/22/2009.

The application has been amended as follows:

1. (Currently Amended) A method for building a user interface for simultaneously managing a plurality of web-based storefronts over a network, the method comprising:

adding a module to a user interface for managing a plurality of web-based storefronts, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage one of the web-based storefronts, wherein at least one control panel displays an identifier of each web-based storefront which is active;

adding an area to the user interface, the area visually distinguished from and concurrently displayed with the module, the area providing a plurality of statistical data items associated with commerce of each web-based storefront identified in the at least one control panel; and

adding a control panel of the plurality of control panels to the user interface, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel providing a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a

search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool; and

providing the user interface to a user over a network.

2. (Currently Amended) The method of claim 1 wherein the product advertisement tool comprises an advertising service for advertising on a cost-per-click basis, further comprising adding a control panel in the plurality of control panels to the user interface, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel providing a plurality of advertising services for use in promoting each web based storefront, the plurality of advertising services comprising at least one of an advertising service for advertising on a cost-per-click basis, an advertising service for advertising on a search engine, an advertising service for advertising on a web commerce directory, or an advertising service for generating an email marketing campaign.

3. (Currently Amended) The method of claim 1, further comprising adding a plurality of modules to the user interface, each module providing access to at least one of the control panels panel of in the plurality of control panels.

4. (Currently Amended) The method of claim 3, wherein a module of in the plurality of modules provides access to a store management related control panel, wherein the store management related control panel displays at least one of a shipping status data or an inventory data.

5. (Currently Amended) The method of claim 3, wherein a module of in the plurality of modules provides access to a web hosting related control panel, wherein the web hosting related control panel provides access to a domain registration system.

6. (Currently Amended) The method of claim 3, wherein a module of in the plurality of modules provides access to a mail service, wherein the mail service

provides at least one of a tool to create an email address or a tool to create a mailbox.

11. (Currently Amended) A computer readable medium having stored therein data representing instructions executable by a programmed processor for managing a business operated through a plurality of web-based storefronts over a network, the computer readable medium comprising instructions operative to:

presenting a module to a user over a network, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage one of the web-based storefronts for an online business, wherein at least one control panel displays an identifier of each web-based storefront which is active; and

presenting an area to the user over the network, the area visually distinguished from and concurrently displayed with the module and the area providing a plurality of statistical data items associated with commerce of each web-based storefront identified in the at least one control panel; and

presenting a control panel of the plurality of control panels to the user over the network, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel presenting a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool.

12. (Currently Amended) The computer readable medium of claim 11 wherein the product advertisement tool comprises an advertising service for advertising on a cost-per-click basis, further comprising instructions operative to:

presenting a control panel in the plurality of control panels to the user over the network, the control panel visually distinct from and concurrently displayed

~~with the module and the area, and the control panel presenting a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of an advertising service for advertising on a cost per click basis, an advertising service for advertising on a search engine, an advertising service for advertising on an established web commerce directory, or an advertising service for generating an email marketing campaign.~~

13. (Currently Amended) The computer readable medium of claim 11, further comprising instructions operative to:

presenting a plurality of modules to the user over the network, each module including access to at least one of the control panels of ~~in~~ the plurality of control panels.

14. (Currently Amended) The computer readable medium of claim 13, wherein a module of ~~in~~ the plurality of modules comprises one selected from the group consisting of a store management module, a web hosting module, or a mail service module, wherein the store management module displays at least one of a shipping status data or an inventory data, the web hosting module provides access to a domain registration system, and the mail service module provides at least one of a tool to create an email address or a tool to create a mailbox.

18. (Currently Amended) A system for building a control mechanism for aggregately managing a business operated through a plurality of web-based storefronts over a network, the system comprising:

processor means for adding a module to a control mechanism for a business operated through a plurality of web-based storefronts, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage the plurality of web-based storefronts, wherein at

least one control panel displays an identifier of each web-based storefront which is active;

processor means for adding an area to the control mechanism, the area visually distinguished from and concurrently displayed with the module, and the area to provide a plurality of statistical data items associated with commerce of each web-based storefront identified in the at least one control panel; and

processor means for adding a control panel of the plurality of control panels to the control mechanism, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel to present a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool; and

processor means for providing the control mechanism to a user over a network.

19. (Currently Amended) The system of claim 18 wherein the product advertisement tool comprises an advertising service for advertising on a cost-per-click basis, further comprising processor means for adding a control panel in the plurality of control panels to the control mechanism, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel to present a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of an advertising service for advertising on a cost-per-click basis, an advertising service for advertising on a search engine, an advertising service for advertising on a web commerce directory, or an advertising service for generating an email marketing campaign.

20. (Currently Amended) The system of claim 18, wherein the processor means for adding the module to the control mechanism further comprises processor means for adding a plurality of modules to the control mechanism, each module including access to at least one ~~of the control panel of panels in the~~ plurality of control panels.

21. (Currently Amended) The system of claim 20, wherein a module of ~~in~~ the plurality of modules comprises at least one of a store management module, a web hosting module, or a mail service module, wherein the store management module displays at least one of a shipping status data or an inventory data, the web hosting module provides access to a domain registration system, and the mail service module provides at least one of a tool to create an email address or a tool to create a mailbox.

25. (Currently Amended) A method for building a user interface for managing, in aggregate, a plurality of web-based storefronts over a network, the method comprising:

adding a module to a user interface, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage one of the web-based storefronts, wherein at least one control panel displays an identifier of each web-based storefront which is active,

adding an area to the user interface, the area visually distinguished from and concurrently displayed with the module, and the area providing a plurality of statistical data items associated with commerce of each web-based storefront identified in the at least one control panel; -

adding a first control panel of ~~in~~ the plurality of control panels to the user interface, the first control panel configured to allow manipulation of a business function of at least one of the plurality of web-based storefronts; - and

adding a second control panel of the plurality of control panels to the user interface, the second control panel visually distinct from and concurrently

displayed with the module and the area, and the second control panel configured to provide a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool; and
providing the user interface to a user over a network.

26. (Currently Amended) The method of claim 25 wherein the product advertisement tool comprises an advertising service for advertising on a cost-per-click basis, wherein the user interface further comprises a second control panel in the plurality of control panels, visually distinct from and concurrently displayed with the module, the area, and the first control panel, wherein the second control panel is configured to provide a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of an advertising service for advertising on a cost-per-click basis, an advertising service for advertising on a search engine, an advertising service for advertising on a web commerce directory, or an advertising service for generating an email marketing campaign.

30. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

 a user interface application for encoding a user interface for use within a web browser for managing a business operated through a plurality of web-based storefronts over a network, the user interface application comprising:

 instructions for encoding a module, wherein the module provides access to a plurality of control panels, each control panel providing an interface to create or manage the plurality of web-based storefronts,

wherein at least one control panel displays an identifier of each web-based storefront which is active; and

instructions for encoding an-a first area, visually distinguished from and concurrently displayed with the module, the first area for providing a plurality of statistical data items associated with commerce of each web-based storefront identified in the at least one control panel; and

instructions for encoding a second area, visually distinguished from and concurrently displayed with the module and the first area, the second area for providing a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool.

31. (Currently Amended) The computer program product of claim 30 wherein the module and the first area are displayed on a display of a remote computer.

33. (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a user interface application for encoding a user interface for use within a web browser for managing a business operated through a plurality of web-based storefronts over a network, the user interface application comprising:

instructions for encoding a module that provides access to a plurality of control panels, each control panel providing an interface to create or manage the plurality of web-based storefronts, wherein at least one control panel displays an identifier of each web-based storefront which is active; and

instructions for encoding an area, visually distinguished from and concurrently displayed with the module, the area providing a plurality of statistical data items associated with commerce of each web-based storefront identified in the at least one control panel; and

instructions for encoding a control panel of in-the plurality of control panels, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel configured to provide a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool.~~allow manipulation of a business function.~~

36. (Currently Amended) A first computer for providing a user interface for use within a web browser for managing a plurality of web-based storefronts over a network, the first computer comprising:

a central processing unit;
a memory, coupled to the central processing unit, the memory storing a software application, the software application comprising:

instructions for constructing a module, the module for presenting access to a plurality of control panels, each control panel providing an interface to create or manage one of the web-based storefronts, wherein at least one control panel displays an identifier of each web-based storefront which is active; and

instructions for constructing an area, visually distinguished from and concurrently displayed with the module, the area for providing a plurality of statistical data items associated with commerce of each web-based storefront identified in the at least one control panel; and

instructions for constructing a control panel of the plurality of control panels, visually distinguished from and concurrently displayed with the module and the area, the control panel for providing a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool.

39. (Currently Amended) A first computer for providing a user interface for use within a web browser for managing a business operated through a plurality of web-based storefronts over a network, the first computer comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing:

instructions for encoding a module of the user interface, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage a plurality of web-based storefronts for an online business, wherein at least one control panel displays an identifier of each web-based storefront which is active; and

instructions for encoding an area of the user interface, visually distinguished from and concurrently displayed with the module, the area providing an information associated with commerce of each web-based storefront identified in the at least one control panel; and

instructions for encoding a control panel of in-the plurality of control panels of the user interface, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel configured to provide a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a search engine

advertisement tool, a sponsor advertising tool, or an e-mail advertising tool
advertisement tool, a search engine advertisement tool, a sponsor
advertising tool, or an e-mail advertising tool~~allow manipulation of a~~
~~business function.~~

The following is an examiner's statement of reasons for allowance:

In regards to independent claim 1, 11, 18, 25, 30, 33, 36 and 39 the prior art found does not specifically teach simultaneously managing a plurality of web-based storefronts including at least one control panel displaying an identifier of each web-based storefront which is active and adding a control panel of the plurality of control panels to the user interface, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel providing a plurality of advertising services for use in promoting each web-based storefront, the plurality of advertising services comprising at least one of a product advertisement tool, a search engine advertisement tool, a sponsor advertising tool, or an e-mail advertising tool; in combination with all of the other claim limitations. It is important to note that the Examiner is interpreting a "storefront" to be an independent store not related to another storefront. In other words, different storefronts would not stem from the same base store.

All dependent claims are allowable by virtue of their dependence on allowable independent claims.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Inquiry

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BORIS PESIN whose telephone number is (571)272-4070. The examiner can normally be reached on Monday-Friday except every other Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dennis Chow can be reached on (571)272-7767. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Boris Pesin/
Primary Examiner, Art Unit 2174